

1. (currently amended) A method comprising:
adding a category from a first set of broadcasted
programs provided by a media provider to a second set of
categories of broadcasted programs in response to a
selecting of the category from the first set or a
broadcasted program viewing device being tuned, for a period
of time at least equal to a first predetermined threshold,
to at least one broadcasted program predetermined to be in
the category from the first set

determining a demographic profile based on the second
set; and

selecting a first advertisement based on the
demographic profile.

2. (original) The method of claim 1, further
comprising:

displaying the first advertisement with an interactive
programming guide.

3. (original) The method of claim 1, further
comprising:

transmitting the second set to a unit at a head end of
a broadcasting system.

4. (original) The method of claim 1, further
comprising:

receiving a set of advertisements including the first
advertisement.

5. (original) The method of claim 1, further
comprising:

removing a category from the second set in response to a selecting of the category from the second set or the broadcasted program viewing device not being tuned, for a period of time at least equal to a second predetermined threshold, to at least one broadcasted program predetermined to be in the category from the second set.

6. (original) The method of claim 1, further comprising:

verifying the adding of the category from the first set to the second set.

7. (currently amended) A ~~machine readable medium that provides instructions that, when executed by a machine, computer-readable medium encoded computer executable instructions, that when executed by the computer cause the machine to perform operations comprising:~~

adding a category from a first set of broadcasted programs provided by a media provider to a second set of categories of broadcasted programs in response to a selecting of the category from the first set or a broadcasted program viewing device being tuned, for a period of time at least equal to a first predetermined threshold, to at least one broadcasted program predetermined to be in the category from the first set;

determining a demographic profile based on the second set; and

selecting an advertisement based on the demographic profile.

8. (currently amended) The computer-readable medium encoded computer executable instructions machine-readable medium of claim 7, wherein operations further comprise:

displaying the advertisement with an interactive programming guide.

9. (currently amended) The computer-readable medium encoded computer executable instructions machine-readable medium of claim 7, wherein operations further comprise:

transmitting the second set to a unit at a head end of a broadcasting system.

10. (currently amended) The computer-readable medium encoded computer executable instructions machine-readable medium of claim 7, wherein operations further comprise:

receiving a set of advertisements including the first advertisement.

11. (currently amended) The computer-readable medium encoded computer executable instructions machine-readable medium of claim 7, wherein operations further comprise:

removing a category from the second set in response to a selecting of the category from the second set or the broadcasted program viewing device not being tuned, for a period of time at least equal to a second predetermined threshold, to at least one broadcasted program determined to be in the category from the second set.

12. (currently amended) The computer-readable medium encoded computer executable instructions machine-readable medium of claim 7, wherein operations further comprise:

verifying the adding of the category from the first set to the second set.

13. (canceled)

14. (canceled)

15. (canceled)

16. (canceled)

17. (canceled)